

ORDER

**Orders**

Order / Rev: 169320
Alt Order #: 06373578
Product Desc: SENATE MAJORITY PAC
Estimate: 2088
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency

Name: Waterfront Strategies
Buying Contact: Mike Furman
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Issue/Senate Majority PAC
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$98,700.00	\$83,895.00
10/29/12	10/29/12	1	\$1,500.00	\$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$98,700.00	\$83,895.00	0.00
November 2012	1	\$1,500.00	\$1,275.00	0.00
Totals	29	\$100,200.00	\$85,170.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	32%	\$100,200.00
Market	100%	\$313,125.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$103,331.25
WITI	20%	\$62,625.00
WMLW-	1%	\$3,131.25
WPXE	0%	\$0.00
WTMJ	14%	\$43,837.50
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/23/12	10/26/12	Price Is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			2		\$700.00		0.00				
E 2	WDJT	10/23/12	10/26/12	Letterman 1035p-1135p	CM	1035p-1135p	-TWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/23/12	10/26/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -TWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2		\$400.00			0.00			
E 3	WDJT	10/23/12	10/26/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -TWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		1		\$700.00			0.00			
E 4	WDJT	10/23/12	10/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		1		\$600.00			0.00			
E 5	WDJT	10/23/12	10/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2		\$1,500.00			0.00			
E 6	WDJT	10/23/12	10/26/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a -TWTF--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2		\$150.00			0.00			
E 7	WDJT	10/23/12	10/26/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2		\$1,500.00			0.00			
E 8	WDJT	10/23/12	10/26/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a -TWTF--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2		\$150.00			0.00			
E 9	WDJT	10/28/12	10/28/12	Green Bay Packers Green Bay Packers	SPRT	Various -----2	:30	2	\$25,000.00	P-1	0.00	NM	2	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2		2		\$25,000.00			0.00			
E 10	WDJT	10/28/12	10/28/12	Packers Post-Game Packers Post-Game	SPRT	Various -----1	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$4,000.00			0.00			
E 11	WDJT	10/28/12	10/28/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$7,000.00			0.00			
E 12	WDJT	10/28/12	10/28/12	Eye to Eye Eye to Eye 7a	CM	7a-730a -----1	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$300.00			0.00			
E 13	WDJT	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-10a -----1	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$1,500.00			0.00			
E 14	WDJT	10/25/12	10/25/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1		\$7,000.00			0.00			
E 15	WDJT	10/23/12	10/28/12	M-F Late News M-F Late News	CM	10p-1035p -TWTFSS	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTFSS		3		\$1,600.00			0.00			
E 16	WDJT	10/23/12	10/29/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p MTWTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2		\$500.00			0.00			

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E 16	WDJT	10/23/12	10/29/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p MTWTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		2			\$500.00		0.00			
E 17	WDJT	10/23/12	10/23/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1-----		1			\$7,000.00		0.00			
E 18	WDJT	10/24/12	10/24/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1----		1			\$6,000.00		0.00			
E 19	WDJT	10/29/12	10/29/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1			\$1,500.00		0.00			
Totals													29	\$100,200.00